

We don't show people smoking in our ads.

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Because we figure smokers already know how. Heck, we're not talking rocket science here. So, we'll get right to the point: flavor. In a nationwide taste test, a majority of smokers said *Merit* tasted as good as or better than cigarettes that have up to 38% more tar. Enriched Flavor™ is the reason why. And only *Merit* has it. So the next time you do what you already know how to do, do it with *Merit*.

Enriched Flavor™ low tar. A solution with *Merit*.



SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

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Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.



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